

ABSTRACT

A system and method of creating an email forwarding address during an Internet session where a user is viewing a web page that includes a prompt for an email address includes creating and storing an email forwarding address for the user that is automatically associated with the web page. The email forwarding address re-directs email addressed thereto to a target email address associated with the user. The email forwarding address is sent to the user to enable the user to use the email forwarding address to satisfy the email address prompt.